



2020 RAIL GRADE CROSSING **MEDIA BUY SUMMARY**

Updated September 11, 2020



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Overview

Every year, people die on or near railroad tracks. Injuries and deaths at railroad crossings are entirely preventable. Conscientious motorists keep themselves informed and their passengers safe. It's easy for drivers to forget that even in an emergency, trains can take over a mile (or more) to stop. The goal of the Rail Grade Crossing 2020 campaign is to remind drivers that trains can pass through a segment of track at any time and to always exercise caution around rail grade crossings. The primary media strategy is to develop reach at high frequency levels to establish and reinforce the rail grade crossing safety message during the flight.

The Rail Grade Crossing 2020 campaign covers multiple mediums but is digital-centric to best reach the target audience of 18- to 49-year-old males where they spend most of their time. The digital efforts include video, display banners and social media.

The campaign also includes radio to take advantage of in-vehicle consumption, where the message can carry the most immediacy. While priority will be given to terrestrial radio, podcasts and streaming audio also will be used to deliver the rail grade crossing message effectively and efficiently to the target audience.

Both digital and radio efforts run on a geotargeted basis to the 17 public crossings with the most safety incidents involving a motor vehicle from 2012 to 2018. Efforts also will be timed to air from 7 a.m. to 9 p.m. each day, with a higher frequency from 7 a.m. to 9 a.m., the time period when the most crashes occur according to data.

Campaign At-a-Glance

Flight Dates

Paid advertising will run for five weeks starting Monday, October 5, 2020 through Sunday, November 8, 2020.

Dates	10/5/2020 – 11/8/2020
Flight Duration	5 weeks
Assets	The Long Mile You Know It's True

Campaign Budget

The total budget for the 2020 Rail Grade Crossing campaign is \$6,600,000. A breakdown of spend is outlined in the chart below.

Rail Grade Crossing 2020 Campaign	Percent of Total
Radio	33.9%
Digital/Social	66.1%

Target Audience

The target audience is adult males 18-49 years old. The secondary target audience is Hispanic men ages 18-49.

Geography

The campaign is national in scope. However, the plan will place additional weight on the 17 public crossings with the most safety incidents involving a motor vehicle, based on data reported between 2012 and 2018. These crossings are listed below.

Crossing ID	City	State	% Hispanic	Lat/Long
025422P	Glendale	AZ	35.5	33.5093300/-112.151780
025590V	Glendale	AZ	35.5	33.5240500/-112.169033
025617C	Phoenix	AZ	40.8	33.4805533/-112.117619
025430G	Phoenix	AZ	40.8	33.4801533/-112.117160
435954A	San Antonio	TX	63.2	29.3512590/-98.5334103
725384R	Birmingham	AL	1.5	33.4687413/-86.8830053
743688E	Missouri City	TX	15.3	29.6238289/-95.5262531
023214G	Houston	TX	43.7	29.6946475/-95.326493
263164S	Elmwood Park	NJ	15.4	40.8998361/-74.1040593
522646H	Gary	IN	4.9	41.624851/-87.3940342
663399G	Memphis	TN	6.5	35.1090990/-90.009932
725401E	Bessemer	AL	3.2	33.3953043/-86.9548082
663401F	Memphis	TN	6.5	35.1000080/-89.994846
754879V	Burlingame	CA	13.8	37.5878300/-122.3632420
755624C	Houston	TX	43.7	29.6310200/-95.5076490
796312G	Midland	TX	29.0	31.9446376/-102.1729394
840852W	Garden City	GA	16.7	32.113370/-81.147737

Key Plan Elements

Radio

General Market: Westwood One

The plan with Westwood One includes a variety of programming that resonates with the target audience, such as NCAA football, NFL football, Free Beer & Hot Wings, The Tino Cochino Show and the Zach Sang Show.

Podcasts will also be used for this campaign that reach the target audience, with each program host reading the :60 spot live, which integrates naturally into the podcast format.

The robust plan on Westwood One will deliver over 335 million impressions to the target audience.

In addition to the base plan, Westwood One will be giving NHTSA added value placements throughout the flight.

General Market: iHeartMedia

The plan on iHeartMedia includes several elements across various popular formats including their Premiere Network, podcasts, and the Total Traffic and Weather Network.

Podcasts will include:

- ▶ Stuff You Should Know
- ▶ Stuff to Blow Your Mind
- ▶ Ridiculous History

The Total Traffic and Weather Network plan will run in the high-incident regions 3, 4 and 5. These regions represent 63% of all incidents based on the fatality data. Twenty states fall into these three regions and they represent 115 markets, or DMAs.

The traffic report starts with a :05 billboard announcing, "This report is brought to you by NHTSA." The traffic report follows, and the segment ends with the rail safety message.

These traffic reports will run during two weeks of the five-week flight.

The total plan with iHeartMedia will deliver over 106 million impressions to the target audience. NHTSA will also get additional added value throughout the flight.

General Market: ESPN

The plan with ESPN is sports focused and will run across the following major sports:

- ▶ NCAA football
- ▶ NFL football
- ▶ Major League Baseball
- ▶ NBA

The plan with ESPN will generate over 113 million impressions to the target audience over the flight.

Hispanic Market: Entravision

The plan with Entravision will focus on Spanish-language programming and audio streaming. The popular program Piolin will be included in the Rail Grade Crossing campaign flight. Piolin is an iconic personality broadcasting to Hispanic audiences for more than 25 years.

Entravision handles audio streaming via their AudioEngage product. The majority of listening is via a mobile device. AudioEngage has 25 million listeners covering 223 cities in the United States.

The plan on Entravision will deliver 20.9 million impressions to the Hispanic target audience. NHTSA will also receive additional added value over the flight.

Hispanic Market: Univision

The plan on Univision will use the major Univision networks such as the Platinum and Gold networks. Sports coverage will surround Futbol Liga Mexicana, the very popular Mexican soccer league.

The plan with Univision will deliver over 26.6 million impressions over the flight.

Digital

General Market: Publisher Direct

WWE

WWE is a leader in YouTube content, attracting viewers who are fans as well as people who have not engaged recently. Approximately 12% of males aged 18-49 watch Raw and Smackdown on WWE's YouTube channel, reaching a market size of roughly 8.7 million.

The package with WWE includes takeovers of the WWE Raw and WWE Smackdown sections. These placements were used in the 2019 campaign and had performed well. NHTSA will present the top 10 recap videos with Raw and Smackdown on YouTube. Geotargeting will be used for accompanying display banners and video pre-roll across multiple WWE platforms.

The plan with WWE will garner 6.5 million impressions over the flight.

Twitch

Twitch is the fastest-growing platform for e-gaming and reaches 21.1 million monthly users aged 18-49. Users spend an average of 95 minutes a day on Twitch and it is the third-most-consumed video platform after Netflix and YouTube.

The Rail Grade Crossing 2020 campaign package utilizes cross-platform video to reach the viewer no matter what screen they are using to watch the content on the platform.

The plan with Twitch will result in 3.3 million impressions over the flight.

NBC Universal

Working with NBC Universal allows NHTSA to engage with NFL live streaming audiences. NFL live streaming audiences are 84% male and had 3.3 million average streaming unique viewers per game in 2019.

The package with NBC Universal includes NFL live streaming video in both :15 and :30 formats. Alongside live streaming, campaign messaging will run with companion banner ads as added value.

The plan with NBC Universal will produce 3.3 million impressions over the flight.

Bleacher Report

Bleacher Report will be used to deliver rail grade crossing safety messaging to the target audience during the flight. This package includes a Bleacher Buzz Takeover, NBA Highlights Package and Run of Site Package A/V.

The Bleacher Buzz Takeover includes ownership of top articles for an entire day, ensuring 100% share-of-voice (SOV) with standard display banner ads and high-impact units.

The NBA Highlights Package includes contextually aligned NBA posts on social platforms, which allows NHTSA to reach male sports fans aged 18-49 who follow Bleacher Report for sports highlights. It will feature the best crossover highlights in the league, spanning from NBA playoffs to the start of the 2020-21 season. These highlights will harness the excitement of the NBA playoffs and feature the best crossovers presented by NHTSA with a "presented by" card and a call-to-action card at the end.

The Run of Site Package will include standard display banner ads that will run on Bleacher Report sites as added value.

The plan with Bleacher Report will garner 9.5 million total impressions.

Turner

The plan with Turner will reach the target audience during optimal sports moments. The package will make use of the fall sports season with the following tactics:

- ▶ **NBA live stream video midroll ads** will play during live stream content on NBA.com and the NBA app, which receive nearly 4 million visitors a day. The 2019 NBA playoffs were the number-one all-time most-streamed playoffs with 48 million total live starts and 894 million total live minutes. The NBA live stream video will be supported by a playoff NBA rotational display.
- ▶ **MLB playoff live streaming** has doubled in growth for digital live streaming with the 2019 National League having 182 million total live minutes and 6.8 million total live starts over a course of 15 games.
- ▶ **Run of live college football and Big Ten/Pac-12 networks** have some of the most buzzed-about college football games of the year, providing an unparalleled opportunity for NHTSA to reach true college sports fans aged 18-49.

The plan with Turner will produce 4.7 million impressions over the flight.

General Market & Hispanic Market: Streaming Audio/Podcasts

Pandora

The plan with Pandora will utilize mobile audio to reach the target audience between songs. These ads reach the target audience at a captive moment when they are driving or being active throughout the day. In addition to audio, 300x250 companion display banner ads will be served when a user has their phone unlocked and is engaging with the app.

The plan with Pandora will produce nearly 20.7 million general market impressions and 3 million Hispanic market impressions.

Spotify

The plan with Spotify utilizes Mobile Audio, In-Car Audio and podcasts to reach the target audience. In addition to national ads, geotargeting will be used to deliver ads to those within a 10-mile radius of the deadliest rail crossings.

- ▶ **Mobile Audio** will play NHTSA's audio spot between songs on Spotify and be supported by a no-charge 640x640 banner ad unit. This combination allows NHTSA to reach men aged 18-49 on any device, in any environment, during any moment of the day. NHTSA will achieve 100% SOV since the ads are played between songs during active sessions. The ad spot used will be a 3D audio spot that deliver an immersive experience with sounds at a railroad crossing.
- ▶ **In-Car Audio** allows targeting capabilities to reach users who are driving through In-Car Everywhere technology. This targeting is done by users who are using the app through connected car devices by using the phone's GPS and accelerometers to determine if a user is driving. The "Stop. Trains Can't." message will play while a user is driving to deliver the message when it is most relevant.
- ▶ **Podcasts** continue to grow in popularity and with listeners skewing mostly male, they are a great platform to reach the target audience. Spotify will use dynamically inserted ads within brand-safe podcasts and podcasts specific to the target audience to reach users with campaign messaging. Examples of podcast programming that will be used are:
 - Heavyweight
 - Reply All
 - Hottest Take
 - Riddle's Picks
 - Certified Buckets

The plan with Spotify will guarantee 17.5 million general market impressions and nearly 2.1 million Hispanic market impressions.

General Market & Hispanic Market: Digital Video

The Trade Desk

The Trade Desk online video (OLV) will be run programmatically to reach the target audience across all sites they are consuming to increase NHTSA's reach and frequency. OLV will be mobile-heavy to reach the audience on their most-used device. Utilizing The Trade Desk for OLV, connected TV and display, will provide full transparency into the buy and allow us to apply real-time optimizations; it will also increase reach by achieving an efficient frequency.

The plan with The Trade Desk will ensure 13.3 million general market impressions and 3.3 million Hispanic market impressions.

YouTube

YouTube videos are bought on a cost per completed video (CPCV) basis, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps get the rail grade safety campaign message to users at a higher frequency but does not incur costs for those who skip the videos.

The plan with YouTube will garner 4.3 million general market views and 1.8 million Hispanic market views.

Over-the-Top/Connected TV (OTT/CTV)

As a part of the OTT/CTV portion of the digital plan, NHTSA will use Hulu and The Trade Desk to place ads. By using Hulu and The Trade Desk, NHTSA will get increased incremental reach to those using streaming TV offerings or full episode players.

The OTT/CTV plan will garner 27 million general market impressions and more than 5.4 million Hispanic market impressions.

General Market: Display

Aki

Aki will leverage the user's position to deliver different messages at key moments throughout the user's day. Aki does this by using the phone's accelerometer and gyroscope sensor to interpret the user's motion to send messages to those who may be more receptive to being served an ad. If the user is sitting or lying down, and not distracted, NHTSA will serve a :15 or :30 video ad. If the user is running or walking with their phone, NHTSA will serve a standard banner ad.

The Aki plan will garner 17.8 million impressions.

The Trade Desk

The Trade Desk will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through The Trade Desk for potential CPM savings, and full transparency into programmatic buys. This will also allow for control over the frequency across channels run in the platform.

The Trade Desk plan will garner nearly 34.8 million general market impressions and 15 million Hispanic market impressions.

Waze

Waze is a GPS app that users use on average twice a week. Advertising on the app is done through display banner ads when the vehicle has come to a complete stop. NHTSA will utilize Waze to target users who have come to a complete stop within 5-10 km of the latitude and longitude of the deadliest rail crossings with high-impact, zero-speed takeovers. The ads only populate on the map once the driver has come to a complete stop and is not in motion. In addition to the geotargeted buy, this tactic will also run nationally due to its strong performance during last year's campaign.

The plan with Waze will result in 3.8 million total impressions.

General Market: Paid Social

Facebook/Instagram/Twitter

To drive exposure and message retention of the rail grade safety message during the campaign, NHTSA will promote content on Facebook, Instagram and Twitter measuring ThruPlays as the primary KPI on Facebook and Instagram, and two-second views on Twitter. Reach and impressions will be measured as secondary KPIs.

In addition to national targeting, specific local creative assets will be geotargeted to a 5-10-mile radius around the 17 highest incident rail crossings.

The campaign will be optimized toward video views to ensure that viewers are watching and receiving the "Stop. Trains Can't." message.

The paid social plan will garner an estimated 90 million total impressions, including 21 million in total reach and 17.6 million ThruPlays.

Hispanic Market: Publisher Direct

Prisa

Prisa is a premiere media group in Spanish-speaking markets. The Rail Grade Crossing 2020 campaign package with Prisa includes homepage takovers, friendly takeovers, pre-roll, pre-roll with haptics, gamification and podcasts.

Homepage and friendly takeovers will be implemented on the cover of Prisa sites to give maximum visibility to NHTSA on key dates. Dates will be decided as launch approaches to ensure placement during key events once announced. NHTSA will have 100% SOV on AS.com and ESPAIS.com homepages.

Pre-roll with haptics is made to bring the power of touch to mobile ads by having the audience feel experiences before the video is played. The ad will promote the NHTSA message and take the consumer through engaging immersive mobile ad and brand experiences, which perform better on key metrics such as brand awareness.

Gamification units will allow NHTSA to interact with end users through banner technology and get high engagement rates. The game will lead the end user to avoid crossing when the barriers are down on a rail crossing. When the game is over, a banner will appear with the "Stop. Trains Can't." messaging.

Podcasts provide another way to reach our Hispanic audience given their increased popularity. Prisa will create a series of sound fiction sets at the crossroads so that drivers think twice before crossing without looking. The podcasts will be distributed on all Spotify aggregators, Apple Podcast, Google Podcast and iVoox.

The plan with Prisa will guarantee 7.8 million Hispanic market impressions.

Hispanic Market: Paid Social

Facebook/Instagram/Twitter

As with the general market plan, paid social will be used to drive retention of the rail grade safety message during the campaign by leveraging the video view objective on Facebook, Instagram and Twitter.

The Hispanic market plan will generate an estimated 13 million total impressions, including 3.7 million in total reach and 3 million ThruPlays.

Detailed Campaign Breakdown

Channel	Tactic/Partner	Target Impressions
Radio		Radio Total: 672,912,100
	Westwood One	408,928,400
	iHeartMedia	103,002,300
	ESPN	113,363,400
	Entravision	20,942,000
	Univision	26,676,000
Digital (Direct)		Digital (Direct) Total: 32,216,546
	WWE	6,459,375
	Twitch	3,333,333
	NBC Universal	3,394,464
	Bleacher Report	9,519,999
	Turner	4,700,000
	Prisa (Hispanic Market)	7,809,375
Streaming Audio		Streaming Audio Total: 79,126,672
	Pandora	20,687,700
	Pandora (Hispanic Market)	3,000,000
	Spotify	15,873,514
	Spotify (Hispanic Market)	2,097,902
	Podcasts	21,912,000
	YouTube Music	15,555,556
Video		Video Total: 38,757,402
	The Trade Desk (OLV/CTV)	19,891,756
	The Trade Desk (Hispanic Market)	7,293,402
	YouTube	4,387,502
	YouTube (Hispanic Market)	1,835,905
	Hulu	4,307,170
	Hulu (Hispanic Market)	1,041,667
Display		Display Total: 71,389,283
	Aki	17,852,023
	The Trade Desk	49,787,260
	Waze	3,750,000
Social - Facebook, Instagram, Twitter		Social Total: 102,974,811
	General Market	89,886,049
	Hispanic Market	13,088,762
GRAND TOTAL		997,376,814

State-Level Media Extensions

States can consider local investment above and beyond the national plan to build additional reach and frequency during the flight.

TV

Since there is no TV in the national plan, states may consider pursuing ad buys on local TV affiliates and networks.

Radio

The national radio plan is robust, but can be supplemented with audio streaming opportunities, such as Pandora and Spotify.

Digital

Digital is used so heavily by this audience that a digital effort should be a major part of the state-level plans. This can include geotargeted digital opportunities (e.g., via publisher sites that reach the target audience or via a programmatic digital effort at the local level that builds off the national plan).

Glossary

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand, and video streaming in addition to regular television content.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the Internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV, and the major gaming consoles.

Second Screen: A mobile device used while watching television, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

General

Flight: Advertising timing strategy where ads or commercials are run during a period of time (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.